

Serve Incorporated

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Lauren Sutter, Executive Director / CEO** (\$10,000) against **every comparable organization** that fit the selection criteria — **662** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **13th** percentile of comparable organizations below the typical range for comparable organizations

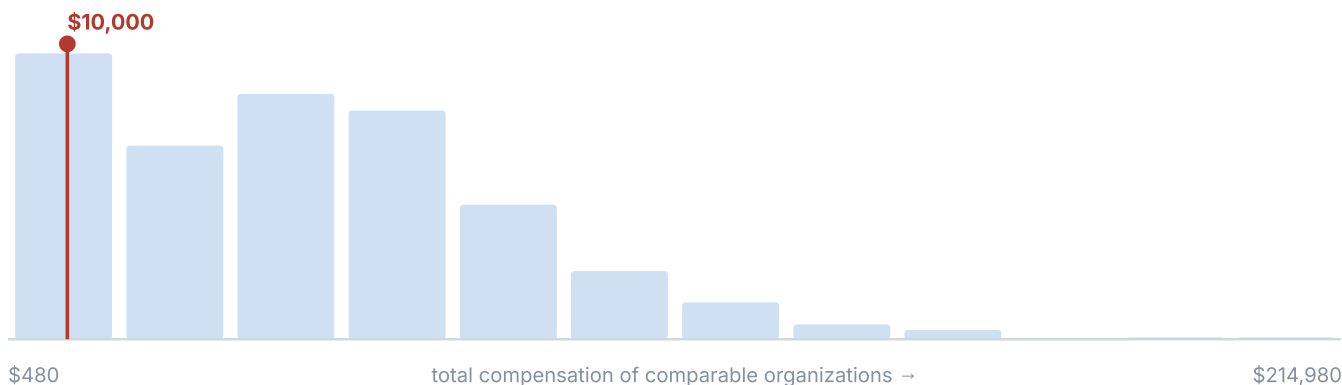
Benchmarked executive: Lauren Sutter — reported title “EXECUTIVE DIR.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S50).
BUDGET	Total revenue between \$94,822 and \$212,289 — 0.67x to 1.50x the subject's \$141,526 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

662 organizations qualified on sector, size, and geography → **662** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$7,524	\$20,029	\$45,636	\$68,270	\$91,108	\$10,000
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■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to WI cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Advance Shullsburg Inc	WI	\$141,601	Director	\$10,633	\$10,633	2024
Development Research Corporation	OH	\$141,374	President & Ceo	\$44,158	\$46,106	2023
Mexicantown Community Development Corp	MI	\$141,691	Executive Director	\$5,334	\$5,272	2024
Alianza Agricola Inc	NY	\$141,751	President	\$22,213	\$19,220	2024
Fentress County Chamber Of Commerce	TN	\$140,491	Executive Director	\$40,596	\$42,066	2023
Friends Of Residential Treasuresla	CA	\$140,465	Executive Director	\$17,500	\$14,469	2024
Certified Naturally Grown Inc	CO	\$140,318	Secretary And Executive Director	\$44,058	\$40,452	2024
Pickaway County Visitors Bureau	OH	\$140,099	Executive Di	\$41,677	\$43,516	2023
Worldnets Synergy Foundation I	PR	\$143,000	Executive Dire	\$86,058	\$86,058	2024
Janesville Innovation Inc	WI	\$139,845	Director	\$14,898	\$15,338	2023
Lakehurst Small Business Roundtable	NJ	\$139,773	Chair	\$41,000	\$35,051	2024
Manitowoc County Board Of Realtors Inc	WI	\$139,712	Association Executive	\$48,300	\$48,300	2024
Main Street Searcy Inc	AR	\$139,692	Executive Direc	\$51,879	\$55,837	2024
Maslow Development Inc	CA	\$139,467	Executive Director	\$93,750	\$79,804	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Airconditioning And Refrigeration	CA	\$143,589	Administrator	\$73,014	\$60,369	2024
Northwest Ottawa Chamber Foundation	MI	\$139,424	President	\$4,042	\$3,892	2025
Erie Basin Rc&d Council Inc	OH	\$143,697	Coordinator	\$38,640	\$39,187	2024
Thrive On Network Inc	NY	\$139,340	Founder + Executive Director	\$81,500	\$75,576	2022
Cass Logansport Economic Developmen	IN	\$143,763	Executive Di	\$80,501	\$81,287	2024
Idaho Second Amendment Alliance	ID	\$143,870	President	\$36,000	\$36,670	2024
Waltham Educators Association	MA	\$138,874	Co-president	\$13,725	\$11,505	2025
The Junior League Of Pensacola Inc	FL	\$138,855	Executive Di	\$22,451	\$20,195	2024
The Delaware Small Business Chamber	DE	\$138,736	President	\$36,000	\$33,752	2024
Dcfof Realty Investment Inc	TX	\$144,421	Executive Dir.	\$12,988	\$12,440	2024
American Academy Of Pediatrics Hawaii Chapter Inc	HI	\$144,469	Executive Director	\$32,417	\$27,790	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

● Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to WI cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

● Sample, role match & sensitivity

PEER COUNT	662 organizations. Compensation range \$480–\$214,980; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$141,526); for reference, expenses \$207,602 and assets \$208,063. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Lauren Sutter, reported title "EXECUTIVE DIR.", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	136 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	8 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	13 th
Total compensation (D + F), as reported (no adjustments)	11 th
Reportable pay only (column D), adjusted	29 th
All sources (D + E + F), adjusted	10 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Lauren Sutter) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 662 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$10,000 is reasonable (approximately the 13th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.